

REP HEADLINE# 6162035  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!  
AUG21/12 09.33  
HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # OFF. # SALESMAN #  
AGY # AGY. NAME SRCF MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6162035 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#129 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 SEP10/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG21/12 09.33

REP: \*\*ORDER CANCELED\*\*  
NEW TTL \$0  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
VERN BUCHANAN FOR CONGRESS

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: : LINE# : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 23  
AGENCY PRODUCT CODE = 48  
AGENCY EST# = 129

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		100P-200P	30		\$200.00	9/4	9/7	0		TU-F	0
PROGRAM : DAYS OF OUR LIVES												
RA35+ : 1.1												
CON COM1: DAYS OF OUR LIVES												
2	S		1000A-1100A	30		\$80.00	9/4	9/7	0		TU-F	0
PROGRAM : DAYTIME												
RA35+ : 1.8												
CON COM1: DAYTIME												

*[Handwritten signature]*

REP HEADLINE# 6162035  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* AUG21/12 09.33  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/4	9/7	0		TU-F	0
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/4	9/7	0		TU-F	0
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/4	9/7	0		TU-F	0
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/4	9/7	0		TU-F	0
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/4	9/7	0		TU-F	0
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/4	9/7	0		TU-F	0
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/4	9/7	0		TU-F	0
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/4	9/7	0		TU-F	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* AUG21/12 09.33  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		600P-630P	30		\$600.00	9/4	9/7	0		TU-F	0
PROGRAM : NEWS RA35+ : 5.3 CON COM1 : NEWS												
12	S		600A-700A	30		\$325.00	9/4	9/7	0		TU-F	0
PROGRAM : AM NEWS RA35+ : 1.8 CON COM1 : AM NEWS												
13	S		700P-730P	30		\$500.00	9/4	9/7	0		TU-F	0
PROGRAM : ET RA35+ : 4.2 CON COM1 : ET												
14	S		700A-900A	30		\$450.00	9/4	9/7	0		TU-F	0
PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1 : TODAY SHOW												
15	S		730P-800P	30		\$500.00	9/4	9/7	0		TU-F	0
PROGRAM : EXTRA RA35+ : 3.4 CON COM1 : EXTRA												
16	S		900A-1000A	30		\$275.00	9/4	9/7	0		TU-F	0
PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1 : TODAY SHOW 2												
17	S		800P-900P	30		\$4,500.00	9/10	9/10	0		MON	0
PROGRAM : AGT RA35+ : 8.6 CON COM1 : AGT												
18	S		1130P-100A	30		\$600.00	9/8	9/8	0		SAT	0
PROGRAM : SNL RA35+ : 3.1 CON COM1 : SNL												

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* AUG21/12 09.33  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1200N-100P	30		\$75.00	9/8	9/8	0		SAT	0
PROGRAM : RA35+ : 0.8 CON COM1 :												
20	S		600P-630P	30		\$350.00	9/8	9/8	0		SAT	0
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
21	S		700P-800P	30		\$325.00	9/8	9/8	0		SAT	0
PROGRAM : ET RA35+ : 3.6 CON COM1 : ET												
22	S		700A-900A	30		\$250.00	9/8	9/8	0		SAT	0
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1 : SA TODAY												
23	S		900A-1000A	30		\$150.00	9/8	9/8	0		SAT	0
PROGRAM : RA35+ : 2.1 CON COM1 :												
24	S		1200N-100P	30		\$75.00	9/9	9/9	0		SUN	0
PROGRAM : RA35+ : 0.5 CON COM1 :												
25	S		600P-630P	30		\$375.00	9/9	9/9	0		SUN	0
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
26	S		800A-900A	30		\$250.00	9/9	9/9	0		SUN	0
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1 : SU TODAY												

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* AUG21/12 09.33  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1: NFL	30		\$6,000.00	9/9	9/9	0		SUN	0
28	S		900A-1000A PROGRAM : RA35+ : 1.8 CON COM1: _	30		\$150.00	9/9	9/9	0		SUN	0
29	S		1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1: LATE NEWS	30		\$625.00	9/4	9/9	0		TU-SU	0
30	S		100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES	30		\$200.00	9/10	9/10	0		MON	0
31	S		1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME	30		\$80.00	9/10	9/10	0		MON	0
32	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/10	9/10	0		MON	0
33	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/10	9/10	0		MON	0
34	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/10	9/10	0		MON	0

REP HEADLINE# 6162035  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG21/12 09.33  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/10	9/10	0		MON	0
36	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/10	9/10	0		MON	0
37	S		400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	9/10	9/10	0		MON	0
38	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/10	9/10	0		MON	0
39	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/10	9/10	0		MON	0
40	S		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/10	9/10	0		MON	0
41	S		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/10	9/10	0		MON	0
42	S		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/10	9/10	0		MON	0

REP HEADLINE# 6162035  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 703-516-9680  
AUG21/12 09.33  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43	S		700A-900A	30		\$450.00	9/10	9/10	0		MON	0
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44	S		730P-800P	30		\$500.00	9/10	9/10	0		MON	0
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45	S		900A-1000A	30		\$275.00	9/10	9/10	0		MON	0
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
46	S		1100P-1130P	30		\$625.00	9/10	9/10	0		MON	0
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

SEP/12 \$ .00

CONTRACT TOTAL \$ .00  
TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- MAY/08 NOV/07  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 745 Issue 3



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	0	<b>Campaign Ref:</b>	E:120606037
<b>Buyer:</b>	FL	<b>Client/Product/Estimate:</b>	23 /48 /129	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/03/12 to 09/16/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162035
<b>Est./PO Number:</b>	06162035	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Vern Buchanan 4 Cong	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
2	M-F 10a Daytime .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8	8	
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30 Comme	Nbr of Spots Closed PR	2	2	
4	M-F 11a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8	8	
13	M-F 7p Entertainment Tonight .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4	4	
15	M-F 730p Extra .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4	4	
26	M-Su 11p News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	1	1	
29	M-F 10a Daytime M.....	06		30 Comme	Nbr of Spots Closed PR	2	2	
31	M-F 11a News	06		30	Nbr of Spots			
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>			
					Closed PR	28	6	34



News  
channel  
on your side

8

MeTV

TBO.com  
Tampa Bay Online

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

**Original**

Ref	Sales Product Details	Rev Type		Rate	Spot Type		09/03	09/10	Total	Cost
	M.....				Comme	Closed PR		2	2	
40	M-F 7p Entertainment Tonight	06			30	Nbr of Spots				
	M.....				Comme	Closed PR		1	1	
42	M-F 730p Extra	06			30	Nbr of Spots				
	M.....				Comme	Closed PR		1	1	
45	M-F 730p Entertainment Tonight	06			30	Nbr of Spots				
	Mkgsd .TWTF..				Comme	Closed PR	1		1	
<b>Weekly Totals:</b>										
Total Spots(Ord Spots)							28	6	34	
Closed PR										

Page 2 of 3

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	M-F 730p Entertainment Tonight	:30 Commercial	09/03/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120606037

Grand Totals								
		Totals	Month 9 Weeks: 5					
			09/03	09/10				
Spots			0	0				
Cost		0		0				

Grand Totals:

Spots: 0

Gross Total: 0.00

Commission: 0.00

Net Total: 0.00

ADV # \_\_\_\_\_ ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6162035 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#129 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 SEP10/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY31/12 11.51

REP: NEW ORDER  
 TTL \$54,775 @155X  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 VERN BUCHANAN FOR CONGRESS

UGA: \$1000

08/6/10

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 23  
 AGENCY PRODUCT CODE = 48  
 AGENCY EST# = 129

1			100P-200P	30		\$200.00	9/4	9/7	4		TU-F	4
PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES												

2			1000A-1100A	30		\$80.00	9/4	9/7	8		TU-F	8
PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME												

4X 10-1030A NEWS  
 4X 1030-11A Extra

REP HEADLINE# 6162035  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 11.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/4	9/7	8		TU-F	8
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/4	9/7	8		TU-F	8
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/4	9/7	8		TU-F	8
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/4	9/7	8		TU-F	8
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/4	9/7	8		TU-F	8
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/4	9/7	8		TU-F	8
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/4	9/7	4		TU-F	4
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/4	9/7	4		TU-F	4

2x Wed 9/5 104a-107a are NR pickup

duffine

REP HEADLINE# 6162035  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 11.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P	30		\$600.00	9/4	9/7	4		TU-F	4
PROGRAM : NEWS												
RA35+ : 5.3												
CON COM1: NEWS												
12			600A-700A	30		\$325.00	9/4	9/7	8		TU-F	8
PROGRAM : AM NEWS												
RA35+ : 1.8												
CON COM1: AM NEWS												
13			700P-730P	30		\$500.00	9/4	9/7	4		TU-F	4
PROGRAM : <del>ET</del> NEWS												
RA35+ : 4.2												
CON COM1: ET												
14			700A-900A	30		\$450.00	9/4	9/7	8		TU-F	8
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
15			730P-800P	30		\$500.00	9/4	9/7	4		TU-F	4
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
16			900A-1000A	30		\$275.00	9/4	9/7	8		TU-F	8
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
17			800P-900P	30		\$4,500.00	9/10	9/10	1		MON	1
PROGRAM : AGT												
RA35+ : 8.6												
CON COM1: AGT												
18			1130P-100A	30		\$600.00	9/8	9/8	1		SAT	1
PROGRAM : SNL												
RA35+ : 3.1												
CON COM1: SNL												

*Entertainment Tonight*

*Booked: Mike*

MAY 31 / 12 11.5  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	9/8	9/8	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1:												
20			600P-630P	30		\$350.00	9/8	9/8	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
21			700P-800P	30		\$325.00	9/8	9/8	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1: ET												
22			700A-900A	30		\$250.00	9/8	9/8	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1: SA TODAY												
23			900A-1000A	30		\$150.00	9/8	9/8	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1:												
24			1200N-100P	30		\$75.00	9/9	9/9	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1:												
25			600P-630P	30		\$375.00	9/9	9/9	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
26			800A-900A	30		\$250.00	9/9	9/9	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1: SU TODAY												

REP HEADLINE# 6162035  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 11.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	9/9	9/9	1		SUN	1
	PROGRAM :		NFL									
	RA35+ :		11.6									
	CON COM1 :		NFL									
28			900A-1000A	30		\$150.00	9/9	9/9	2		SUN	2
	PROGRAM :											
	RA35+ :		T.8									
	CON COM1 :											
29			1100P-1130P	30		\$625.00	9/4	9/9	6		TU-SU	6
	PROGRAM :		LATE NEWS									
	RA35+ :		3.0									
	CON COM1 :		LATE NEWS									
30			100P-200P	30		\$200.00	9/10	9/10	1		MON	1
	PROGRAM :		DAYS OF OUR LIVES									
	RA35+ :		1.1									
	CON COM1 :		DAYS OF OUR LIVES									
31			1000A-1100A	30		\$80.00	9/10	9/10	2		MON	2
	PROGRAM :		DAYTIME									
	RA35+ :		1.8									
	CON COM1 :		DAYTIME									
32			1130P-1230A	30		\$325.00	9/10	9/10	2		MON	2
	PROGRAM :		TONIGHT SHOW									
	RA35+ :		2.0									
	CON COM1 :		TONIGHT SHOW									
33			1100A-1200N	30		\$80.00	9/10	9/10	2		MON	2
	PROGRAM :		NEWS									
	RA35+ :		0.4									
	CON COM1 :		NEWS									
34			1200N-100P	30		\$100.00	9/10	9/10	2		MON	2
	PROGRAM :		TODAY 3									
	RA35+ :		0.5									
	CON COM1 :		TODAY 3									

*IX 9/5 Wed 1130p - 1203 due NFL*

*IX 10A NEWS  
IX 1030A EXTRA*

*NEWS  
0.4 Daytime*

REP HEADLINE# 6162035  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 11.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/10	9/10	2		MON	2
36			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/10	9/10	2		MON	2
37			400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	9/10	9/10	2		MON	2
38			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/10	9/10	1		MON	1
39			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/10	9/10	1		MON	1
40			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/10	9/10	1		MON	1
41			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/10	9/10	2		MON	2
42			700P-730P PROGRAM : <i>PT NEWS</i> RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/10	9/10	1		MON	1



REP HEADLINE# 6162035  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 11.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43			700A-900A	30		\$450.00	9/10	9/10	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$500.00	9/10	9/10	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45			900A-1000A	30		\$275.00	9/10	9/10	2		MON	2
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
46			1100P-1130P	30		\$625.00	9/10	9/10	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
SEP/12 54775.00												CONTRACT TOTAL 54775.00
												TOTAL SPOTS 155

MARKET TOTALS \$288,289 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07

DEMOS- RA35+\*

Srctp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 613 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	\$3125	Campaign Ref:	E:120606037
Buyer:	FL	Client/Product/Estimate:	23 / 48 / 129	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06162035
Est./PO Number:	06162035	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Vern Buchanan 4 Cong	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	53125
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type		09/03	09/10	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	200	30 Comme	Nbr of Spots	4		4	800
2	M-F 10a Daytime .TWTF..	80	30 Comme	Nbr of Spots	8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	325	30 Comme	Nbr of Spots	6		6	1950
4	M-F 11a News .TWTF..	80	30 Comme	Nbr of Spots	2		2	650
5	M-F 12p Today Show III .TWTF..	100	30 Comme	Open Pre-Empted	-2		-2	-650
6	M-F 2p Rachael Ray .TWTF..	125	30 Comme	Nbr of Spots	8		8	1000
7	M-F 3p Doctors	225	30	Nbr of Spots	8		8	1800
Weekly Totals:					122	28	150	
Open PR					-2		-2	-650

**Scrp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	53125	<b>Campaign Ref:</b>	E:120606037
<b>Buyer:</b>	FL	<b>Client/Product/Estimate:</b>	23 / 48 / 129	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/03/12 to 09/16/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162035
<b>Est./PO Number:</b>	06162035	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
				<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
8	M-F 4p Dr Oz .TWTF..	300	30 Comme	Nbr of Spots	8	8	2400
9	M-F 5p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
10	M-F 530p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
11	M-F 6p News .TWTF..	600	30 Comme	Nbr of Spots	4	4	2400
12	M-F 6a News .TWTF..	325	30 Comme	Nbr of Spots	8	8	2600
13	M-F 7p Entertainment Tonight .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
14	M-F 7a Today Show .TWTF..	450	30 Comme	Nbr of Spots	8	8	3600
15	M-F 730p Extra .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
16	M-F 9a Today Show II .TWTF..	275	30 Comme	Nbr of Spots	8	8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	Nbr of Spots	1	1	4500
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	122	28	150
				<b>Open PR</b>	-2		-650

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	\$3125	<b>Campaign Ref:</b>	E:120606037
<b>Buyer:</b>	FL	<b>Client/Product/Estimate:</b>	23 / 48 / 129	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/03/12 to 09/16/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162035
<b>Est./PO Number:</b>	06162035	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
				<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
18	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	600	30 Comme	Nbr of Spots	1	1	600
19	Sat 7p Entertainment Tonight .....S.	325	30 Comme	Nbr of Spots	1	1	325
20	Sat 9a News .....S.	150	30 Comme	Nbr of Spots	2	2	300
21	Sun 12p News .....S	75	30 Comme	Nbr of Spots	2	2	150
22	Sun 6p News .....S	375	30 Comme	Nbr of Spots	1	1	375
23	Sun 8a Today Show .....S	250	30 Comme	Nbr of Spots	2	2	500
24	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	6000	30 Comme	Nbr of Spots	1	1	6000
25	Sun 9a News .....S	150	30 Comme	Nbr of Spots	2	2	300
26	M-Su 11p News TWTFSS.	625	30 Comme	Nbr of Spots	5	5	3125
27	M-Su Late News Late Run	625	30	Nbr of Spots	1	1	625
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	122	28	150
				<b>Open PR</b>	-2	-2	-650

Srcp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 613 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	\$3125	Campaign Ref:	E:120606037
Buyer:	FL	Client/Product/Estimate:	23 /48 /129	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06162035
Est/PO Number:	06162035	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
28	M-F 1p Days Of Our Lives M..... 200	Comme	Nbr of Spots		1	1	200
29	M-F 10a Daytime M..... 90	Comme	Nbr of Spots		2	2	160
30	M-F 1135p ET / 1035p CT Tonight Show M..... 325	Comme	Nbr of Spots		2	2	650
31	M-F 11a News M..... 80	Comme	Nbr of Spots		2	2	160
32	M-F 12p Today Show III M..... 100	Comme	Nbr of Spots		2	2	200
33	M-F 2p Rachael Ray M..... 125	Comme	Nbr of Spots		2	2	250
34	M-F 3p Doctors M..... 225	Comme	Nbr of Spots		2	2	450
35	M-F 4p Dr Oz M..... 300	Comme	Nbr of Spots		2	2	600
36	M-F 5p News M..... 450	Comme	Nbr of Spots		1	1	450
37	M-F 530p News M..... 450	Comme	Nbr of Spots		1	1	450
Weekly Totals: Total Spots(Ord Spots)				122	28	150	
Open PR				-2		-2	-650

**Scrp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	53125	<b>Campaign Ref:</b>	E:120606037
<b>Buyer:</b>	FL	<b>Client/Product/Estimate:</b>	23 /48 /129	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	08/03/12 to 09/16/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162035
<b>Est./PO Number:</b>	06162035	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
				<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	Total	Cost
38	M-F 6p News M.....	600	30 Comme		1	1	600
39	M-F 6a News M.....	325	30 Comme		2	2	650
40	M-F 7p Entertainment Tonight M.....	500	30 Comme		1	1	500
41	M-F 7a Today Show M.....	450	30 Comme		2	2	900
42	M-F 730p Extra M.....	500	30 Comme		1	1	500
43	M-F 9a Today Show II M.....	275	30 Comme		2	2	550
44	M-Su 11p News M.....	625	30 Comme		1	1	625
<b>Weekly Totals:</b>				122	28	150	
Open PR				-2		-2	-650

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/03/12	Open Pre Emption	650.00		0000000000	E:120606037

Grand Totals

Totals		09/03	Month 9 Weeks: 5	09/10
Spots	150		122	28
Cost	53775		41380	12395

Grand Totals:

Spots:	150
Gross Total:	53,125.00
Commission:	7,968.75
Net Total:	45,156.25